

Standard application and contract processes would expedite the program launch process. We suggest that only one round of supplier selection take place between now and April 1, 2003, the outcome of which would be effective through the duration of the program. This will enable those that are selected to have a sufficient period of time to invest their organizations into this model. If, for some reason, a decision is made to continue the program beyond March, 2005, we suggest that another supplier selection process take place.

***3) No More than Five Product Options Should be Made Available to Consumers.***

In order to avoid overwhelming consumers with too many choices, and to keep the program to a manageable size, we believe that the range of product offerings should be limited to five per utility green pricing program for the purposes of ballot enrollment. These product choices could come from five different companies, or if fewer companies apply to participate in the program, there could be flexibility for some companies to offer more than one product.

If faced with a need to select among green marketers, DTE should be responsible for selection and should select those whose offerings seem to provide the best combination of quality and value to consumers. Each utility green pricing program should have its own separate selection process.

We suggest that program coordinators allow additional products that meet all program requirements to be billed via the electricity bill, though only the five selected products would be included on the quarterly enrollment ballot.

**Recommendations Regarding Product Standards**

***1) Products Should Only Include GIS Certificates.***

For the purposes of verifying product claims, and in order to keep the environmental benefits of Massachusetts green pricing as local as possible, we believe products should only include GIS certificates.

***2) Products Should Match at Least Twenty-five Percent of Total Customer Usage, With at Least Twenty-five Percent of Customer Usage Being Supplied by New Renewables.***

We believe that a twenty-five percent minimum quantity of usage will ensure that participating consumers will receive a meaningful amount of renewable energy while enabling green marketers some product flexibility. Furthermore, this minimum new renewable requirement would guarantee that green pricing programs to have play a significant role in increasing the development of new renewable resources in the region.

Furthermore, we believe that the minimum twenty-five percent of usage requirement for new renewables will provide an appropriate level of consistent quality across all products, while taking into account the current scarcity of new renewables in the region.

### ***3) All Products Should Be Green-e Certified***

In order to ensure the high quality of all resources being offered through green pricing programs, we recommend that the Green-e standard for blended products be used as the benchmark for products. The Green-e standard has been developed through a thorough and exhaustive nationwide stakeholder process and is widely recognized as a solid product standard. By bringing Green-e into the green pricing market in Massachusetts, we will leverage the experience and quality control mechanisms offered by the certification body. We recommend that Green-e's blended product standard be applied to green pricing products.

### ***4) New Renewable Content of Products Should Increase by Five Percent Per Year.***

While Green-e standards do address new renewable content, we believe that Massachusetts green pricing program rules should go even further. As suggested above, all products should start at twenty-five percent new renewables, and we suggest that this new renewable content increase by five percent per year.

## **Recommendations Regarding Program Mechanics**

### ***1) Product Claims Based on Rolling Twelve-Month Average of Certificate Holdings.***

Given the intermittent nature of key renewable resources such as wind, solar and hydro, as well as the current regional scarcity of desirable resources such as new wind projects, we urge program designers to grant green marketers some flexibility in matching green certificates to customer's usage. In addition, such flexibility will provide green pricing suppliers with a greater ability to use customer demand to drive the development of new renewable energy projects.

The most straight-forward means by which to achieve an appropriate level of flexibility would be through the use of reserve GIS certificates. However, we recognize the importance of avoiding the use of reserve certificates due to the implications that a large volume of such certificates would have on the GIS system as a whole.

We suggest that the program designers work to develop a strategy that will provide green marketers with a sufficient level of annual flexibility while working within the standard procedures of the GIS system. If this cannot be done, we suggest that marketers use reserve certificates for verifying their product claims.

### ***2) Consumers Should Receive a Side-By-Side Comparison of Service With and Without Buying Renewable Energy Service.***

We believe that for the consumer to truly understand the impact of their participation as a green power buyer, they should receive two disclosure labels (or one label with a side by side comparison if DTE disclosure rules permit), one showing the mix of resources they would have received had they not chosen a green power offering, and one showing what their mix looks like

as a result of choosing the green power offering. After all, if we are to present consumers with green alternatives, the purpose of disclosure should be to provide consumers with pertinent information on which to base their choices.

***3) Green Marketers Should be Responsible for Sending Tax Deductibility Receipt to Consumer.***

Since the renewable energy service would be provided by the green marketer, the green marketer must have the opportunity to communicate with the customer on the issue of tax-deductibility for that service. Since the distribution companies will be communicating with green marketers regarding customer usage information and payments, the suppliers will know how much their customers contributed. Furthermore, since the basis of the tax-deductibility may depend upon product content as much as quantity, the suppliers will be best suited to work with MTC to calculate the amount of each consumer's tax-deductible premium.

***4) Customer Enrollment Ballots Should be Distributed as a Quarterly Bill Insert Along With Disclosure Label, With Non-Ballot Enrollments Permitted As Well.***

While we recognize that it may be impractical to provide consumers with a monthly enrollment opportunity through the bill, it is important for enrollment to occur periodically, and with some frequency. It is widely accepted that consumers need to see several marketing messages before they purchase a product, and the ballot would certainly qualify as a strong marketing message. Furthermore, a quarterly enrollment opportunity would allow new residents to participate in the program.

Green marketers should be involved with the development of the ballot to ensure that it accurately reflects their product offerings. If, during the development of any scheduled ballot, green marketers come to a consensus decision that there are not enough new renewable resources available to accommodate the enrollment of more new customers, a quarterly enrollment insert could be skipped.

In addition to enrollments via the quarterly ballot, we believe that green marketers should be able to enroll new customers on their own as well. The enrollment process should recognize either a customer's written signature or on-line sign-up as sufficient authorization, with no three-day recession period being required. Since green marketers are not providing the same broad service that Competitive Suppliers provide to consumers, we believe it is necessary to hold them to the same enrollment requirements.

***5) Program Coordinators Should Use Simple Software to Facilitate Data Interchange With Green Marketers.***

We believe that the Electronic Data Interchange (EDI) process that is used for data interchange between distribution companies and Competitive Suppliers providing all requirements generation service is unnecessary for the purposes of a certificates-based green pricing program. Simple software, such as that used for fuel assistance programs in Massachusetts, could be used to exchange weekly data between utility program coordinators and green marketers. For eight

years, Larry Chretien, Mass Energy's executive director, was the energy director for Quincy Community Action Programs, Inc. One of the programs he administered was fuel assistance, which is a program now serving about 140,000 households in Massachusetts. His experience there suggests that the information systems used to manage that program are quite applicable to this particular case.

The twenty-two agencies administering fuel assistance exchange data electronically with the state's electric and gas utilities for two important purposes. The first is to provide electric heat (and sometimes cooling) customers with a fuel assistance subsidy based upon their fuel assistance eligibility and their monthly consumption. The second is to provide ALL customers with the low-income discount electricity rate and to apply that rate on a monthly basis to the customer's consumption.

We hope that green pricing programs will grow to serve more customers than are currently served by fuel assistance programs, but even if customer enrollment were to exceed 140,000, we believe that the software used to manage the fuel assistance programs is clearly sufficient for the purposes of green pricing. It should actually be easier for distribution companies to work with five or so suppliers than twenty-two fuel assistance agencies.

### **Conclusion**

We appreciate your attention to these comments and we welcome further dialogue on these and other important program details. As discussed above, the introduction of green pricing programs in Massachusetts will have a major impact on the green power market in the state. We are optimistic that these impacts will be positive. However, we believe that MTC, DOER and, in particular, DTE must play a leadership role in the development of such programs in order to ensure that maximum potential benefits of green pricing programs are realized.

### **Distribution List:**

Tom Robinson, National Grid  
Rob Pratt, MTC  
DTE Commissioners  
Doug Horan, NSTAR  
David O'Connor, DOER  
Pat Stanton, DOER  
State Senator Michael Morrissey  
State Representative Daniel Bosley

## **Green Power**

Update –

### **NSTAR Owned Renewable**

Jim Armstrong confirmed that we are paying into the renewable fund to in theory NSTAR is eligible for funding for a project at the Summit.

- Will there be a backlash on NSTAR getting this funding?
- There will still be substantial costs, would NSTAR want to fund it?

### **NGRID Program**

I attended an NGRID committee meeting. In attendance were - NGRID legal & regulatory, DTE, DOER, MTC, Mass Energy, Green Mountain Power and another energy supplier.

They are offering a hybrid program for both SO and DS customers. Customers interested will contact an alternative green supplier. NGRID will accept Green Tags from the supplier and match it to the actual load thus re-creating a bundled product. The main issue that they wrestled with was how to reconcile the Green Tags to the load. Should it be month to month? Rolling 12-month average? Etc. What about the prospectus label versus the verified label? A lot of this went over my head.

They are following the guidelines of GreenE.

### **NSTAR DS/SO RFP Option**

I spoke with Steve Chiara and then with Bob Martin. Steve indicated we may be able to do the same work around as we are doing with SMD. It would work like this...

We create an additional T&D rate. For example residential rate A1 for green would be A11. The T&D rates would remain the same. The default service rate would be increased by the green component. The entire revenue for the generation would still go into the default account. At the end of the quarter, 1/2 year or whenever Bob Martin creates a report which shows how much kwh and \$'s were pulled in for the A11. From this we can get the exact green amount.

Bob Martin said we could add a clause into the RFP with verbiage such as "Please supply a price for green power above and beyond the 1% requirement. This price is an optional price to be trued up at the end of the contract based upon customer participation". We can expand on this or make whatever other requirements we want.

Bob also indicated that he has an RFP going out in 2 weeks. We could add this verbiage at that time to test the market. We can describe our program and expected roll-out etc so we are up front with them.

#### **Block Type Purchase**

There still does not seem to be any easy way to get a block type sale on the electric bill. I am working with Fleet bank to get a rough idea on pricing if we take the credit card route.

#### **To Be Discussed**

- General discussion on items listed above
- Start assembling outside team members similar to NGRID?
- Further brainstorming?

**PROPOSALS/AGENDA FOR MARCH 21, 2003 RENEWABLES MEETING**

In preparation for our meeting this Friday, the following proposals have been put forth by the renewables subcommittee and National Grid as possible solutions to the delivery/settlement and security issues raised by the program. The attached pdf file is a graphical illustration of the second (Grid's) proposal. We anticipate that the following proposals, in addition to the disclosure and program termination/transition issues, will be the subjects of discussion and debate by the entire group on Friday and that the consensus reached by the group will be incorporated into the final design of the program.

**I. DELIVERY AND SETTLEMENT OF RECS**

**A. Require Renewable Energy Supplier to Deliver and Settle RECs on an Annual Calendar Year Basis Consistent with the Green-E Standard.**

- The renewable energy supplier would not be required to deliver to Grid the RECs billed to the customer by Grid on renewable energy supplier's behalf on a quarterly basis, but rather, would retain the discretion to deliver greater or fewer RECs per quarter than the renewable energy supplier's billed obligation.
- However, the RECs delivered by the renewable energy supplier would satisfy its delivery obligations and product attribute profile as provided for under the Green-E standard, which allows the supplier to fulfill its REC obligations for a given calendar year with RECs generated in the current calendar year, the last six months of the prior calendar year, or the first quarter of the following calendar year.
- In addition, the renewable supplier would be required to provide, for each quarter, at least twenty-five percent (25%) of the billed REC delivery obligation for that quarter and could never fall more than one quarter behind

in its REC delivery obligations. For example, if the billed obligation was 4 RECs in Q1 and 8 RECs in Q2, renewable supplier would be required to deliver a minimum of 6 RECs by the end of Q2 (4 RECs for Q1 (the previous quarter) + twenty-five percent (25%) of the current quarter's obligation (2 RECs) = 6 RECs).

- If the renewable supplier failed to provide the minimum number of RECs as described in the previous bullet, that supplier would be subject to termination from the program unless the deficiency was cured within ten (10) business days.
- To implement this proposal, Grid would be required to manipulate the load associated with the renewable supplier's GIS subaccount in order to allow flexible accounting. For example, as in the table below, if the renewable energy supplier has the following REC delivery obligations (as broken out by quarter), but instead delivers the number of RECs per quarter as shown, Grid must either add to or subtract load from the renewable energy supplier's subaccount to match the actual number of RECs delivered by the renewable energy supplier. This is not Grid's preferred proposal.

	Q1	Q2	Q3	Q4	TOTAL
<b>Billed REC Delivery Obligation</b>	250	250	250	250	1000
<b>RECs Actually Delivered by Supplier</b>	200	300	100	400	1000
<b>Load Matched by Grid</b>	200	300	100	400	1000



B. Potential Problems with this Proposal

- Long time lag between customer payment and delivery of RECs.
- Given the long time lag between the generation of the MWh and the creation of the REC associated with that MWh, should the time period for compliance under the Green-E standard be taken as the period that the MWh is generated or the period that the certificate corresponding to that MWh is created?  
  
Would Green-E be amenable to extending the verification report deadline to allow the accounting of the Q4 certificates for the previous calendar year?
- Poses greater security requirements.

C. Require Renewable Energy Supplier to Deliver and Settle RECs on an Annual Calendar Year Basis Consistent with the Green-E Standard, but Fulfill Current Quarter Billed Obligations with RECs Corresponding to MWh's Generated Two Quarters Ago.

- This proposal is similar in many respects, including the time frame involved and the application of the Green-E standard, to the first proposal discussed above, but differs from the first proposal in that it allows the renewable supplier to fulfill its current quarter REC obligations with certificates created in that quarter but corresponding to MWh generated two quarters in the past. Thus, if a renewable supplier has a REC obligation of 10 RECs in Q1 of 2004, that renewable supplier may take advantage of the trading period from January 15 to March 15, corresponding to MWh generated in Q3 of 2003, to

purchase the 10 RECs billed. See attached pdf file for an illustration of the trading periods corresponding to the quarter in which the MWh was generated.

- The renewable energy supplier would still be allowed to satisfy its delivery obligations and product attribute profile within the time frames established under the Green-E standard, as described in the first proposal, and thus, would retain the discretion to deliver greater or fewer RECs per quarter than the renewable energy supplier's billed obligation. This feature of the program is still required to address the seasonality of certain renewable resources and to cover any REC obligations incurred from the end of the trading period to the end of the quarter (roughly fifteen (15) days).
- Thus, the certificates used to comply with the time frames specified in the Green-E standard would be created within those time frames, but the generation associated with those certificates would actually have occurred two quarters prior to the creation of the certificates (e.g. For FY 2004, the Green-E standard's compliance period would run from July 2003 to March 2005. We would use certificates created during this period, but the generation associated with these certificates would have occurred from January 2003 to September 2004).
- Any RECs provided would either be placed into the renewable supplier's subaccount or credited to the renewable supplier by Grid, although Grid would make all reasonable efforts to back the REC out of Mass. Electric's standard offer residual mix. The ultimate fate/treatment of the REC would

depend upon whether or not the REC was matched to the appropriate load. In any case, whether the REC is placed into a subaccount or credited to the renewable supplier, the resulting environmental disclosure will be the same.

- Grid also proposes to issue an environmental disclosure statement to all customers participating in the program, but to include language to the effect that "If you are a participant in the REC program, this disclosure label may not accurately reflect the environmental attributes of your electricity supply. Please see the disclosure label provided by your renewable supplier."
- Grid would also propose a new environmental disclosure structure for the suppliers participating in this program to the DTE and make the case that the renewable suppliers are not LSE's and thus, not subject to the Department's current environmental disclosure rules.
- This is Grid's preferred proposal.

**D. Potential Problems with this Proposal**

- Will the use of certificates corresponding to generation from two quarters prior undercut the renewable supplier's ability to market the product as a delivered energy product?

**II. SECURITY ISSUES**

The following proposal was put forth as a possible solution to the security issues presented by the program.

- Create a tripartite security structure, under which the renewable supplier would be required to contribute a greater amount of security if the renewable supplier failed to meet its obligations in a given quarter, a lesser amount of security if the renewable supplier matched its obligations in a given quarter, and no security if the renewable supplier banked forward to that quarter the number of RECs equal to the historical average of its quarterly REC obligations. In addition, if the renewable supplier could prove, to Grid's satisfaction, that the renewable supplier's forward contracts were sufficient to meet its REC obligations for that quarter [query how the renewable supplier could prove this], that renewable supplier's security obligation could be greatly or completely reduced. The security could be in the form of a letter of credit, deposit of readily available funds, the (partial) escrow of customer payments, etc. The formula to calculate the security requirement may be complicated and involve several variables.
- The tripartite security structure could also include the insurance fund/risk allocation pool feature discussed in the previous draft.
- Grid's preferred proposal has the benefit of reducing the security required for participation in the program.

**OPINION DYNAMICS CORPORATION**  
**ODC # 5296**

**MASSACHUSETTS**  
**JANUARY 2002**

Hello, my name is \_\_\_\_\_ and I'm conducting a public opinion survey for Opinion Dynamics Corporation, the national polling firm. We're trying to find out how the people of this area feel about a number of issues facing them today. I'd like to ask you a few questions on a strictly confidential basis. At no time will anyone attempt to sell you anything—this is strictly a public opinion survey.

0a. First of all, are you 18 years of age or older?

1. Yes—**CONTINUE THE INTERVIEW**

2. No—**TERMINATE-DON'T COUNT**

=====

1. What do you think is the single most important *environmental* issue facing Massachusetts today?

\_\_\_\_\_

2. What do you think is the single most important *energy* issue facing Massachusetts today?

\_\_\_\_\_

3. Using a scale from "1" to "7," where "1" means "not serious at all" and "7" means "extremely serious," I'd like you to gauge for me the seriousness of the environmental issues in Massachusetts today.

Not serious  
at all

1

2

3

4

5

6

Extremely  
serious

7

8

(Don't  
know)

4. **VERSION:**                      1.      A                      2.      B

5. Thinking about one of these issues in particular—[VERSION A: renewable energy/VERSION B: Green Power]—when I mention that term, what *specifically* comes to mind?

6. In fact, the term renewable energy, sometimes called Green Power, refers to the use of solar power systems, wind turbines, fuel cells and other technologies to produce electricity in an environmentally safe way. In general, do you strongly favor the increased use of renewable energy, somewhat favor it, somewhat oppose it, or strongly oppose the increased use of renewable energy?

1. Strongly favor

2. Somewhat favor

3. Somewhat oppose

4. Strongly oppose

5. (Don't know)

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7. Specifically, why do you feel that way?

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8. One way to increase the use of Green Power is by people combining their purchasing power into consumer buying pools—sometimes called consumer aggregation. Have you seen, heard, or read anything recently about consumer aggregation?

1. Yes                      2. No                      3. (Not sure)

9. Green Power is more expensive than electricity produced from traditional fuels. However, several organizations in Massachusetts are planning to organize consumer aggregation groups, or buying co-ops, to purchase Green Power more cheaply. In general, do you strongly favor this idea, somewhat favor it, somewhat oppose it, or strongly oppose the idea of consumer aggregation organizations to buy Green Power more cheaply?

1. Strongly favor                      2. Somewhat favor  
3. Somewhat oppose                      4. Strongly oppose  
5. (Don't know)

I'm going to read you a list of organizations from which you might be able to buy Green Power. As I read each one, please tell me how likely you would be to purchase Green Power through that organization: very likely, somewhat likely, not very likely, not likely at all.

SCALE:                      1. Very likely                      2. Somewhat likely  
                                 3. Not very likely                      4. Not likely at all  
                                 5. (Don't know)

10. A local credit union

11. Your current electric utility

12. A non-profit, community organization

13. A private energy company

14. A religious organization, such as a church, synagogue or other place of worship

15. Your city or town government

16. A non-profit environmental organization

17. **[CAPE COD SAMPLE POINTS ONLY]:** The Cape Light Compact

18. Turning to another issue, have you seen, heard, or read anything recently about the Massachusetts Renewable Energy Trust?

1. Yes                      2. No                      3. (Not sure)

19. **[IF "YES," RESPONSE "1" TO QUESTION 19]** Specifically, what have you seen, heard or read about the Renewable Energy Trust?

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As you may know, the Renewable Energy Trust was created by the state legislature. Its mission is to invest in the development of environmentally responsible renewable energy technologies such as solar power systems, wind turbines, and fuel cells.

I'm going to read you a series of statements that have been made by both supporters and opponents of increasing the use of wind, solar, and other renewable energy resources. As I read each statement, please tell me whether hearing it makes you more likely to *support* increasing the use of renewable energy, less likely to support its increased use, or whether it doesn't make any difference to you. [ROTATE LIST]

- SCALE:**
1. More likely to support increased use
  2. Less likely to support increased use
  3. No difference
  4. (Don't believe statement)
  5. (Don't know)

20. By developing renewable energy resources, we can reduce our reliance on fossil fuels -- like coal, oil and natural gas -- that contribute to air pollution and global warming.
21. Our country is still very dependent on foreign sources of energy; in light of what has happened in recent months, we need domestic energy sources—like solar and wind power—to give us greater energy independence.

1. Strongly favor                      2. Somewhat favor  
3. Somewhat oppose                  4. Strongly oppose    5. (Don't know)

33.                      About how much is your average monthly electric bill?

---

34.                      Do you currently use electricity as the principal means of heating your home?

1. Yes                                      2. No                                      3. (Not sure)

35.                      Would you be willing to pay somewhat more each month for [VERSION A: renewable energy/VERSION B:Green Power]?

1. Yes                                      2. No                                      3. (Not sure)

36.                      **[IF "YES" TO Q. 35]** How much more would you be willing to pay each month if **100%** of your electricity was produced from **[VERSION A: renewable energy/VERSION B:Green Power]**?

1. (\$0.01-\$4.99)              2. (\$5-9.99)    3. (\$10-14.99)5. (\$15 or more)  
4. (Don't know)

37.                      **[IF "YES" TO Q. 35]** How much more would you be willing to pay each month if **50%** of your electricity was produced from **[VERSION A: renewable energy/VERSION B:Green Power]**?

1. (\$0.01-\$4.99)              2. (\$5-9.99)    3. (\$10-14.99)5. (\$15 or more)  
4. (Don't know)

38.                      **[IF "YES" TO Q. 35]** How much more would you be willing to pay each month if **10%** of your electricity was produced from **[VERSION A: renewable energy/VERSION B:Green Power]**?

1. (\$0.01-\$4.99)              2. (\$5-9.99)    3. (\$10-14.99)5. (\$15 or more)  
4. (Don't know)

39.                      If you knew that the extra amount you paid on your monthly electric bill for Green Power could be *deducted* from your federal and state incomes taxes as a charitable donation—saving you up to 45% of the extra amount you pay each month—would you be much more inclined to pay extra on your monthly electric bill for Green Power, somewhat more inclined, or wouldn't it make any difference to you?

1. Much more inclined                      2. Somewhat more inclined  
3. No difference                                      4. (Don't know)

40.                      Could you please tell the name of your electricity distribution company – which is the company you pay for electricity each month?

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41. As far as you know, what is the largest energy resource used to generate electricity in Massachusetts today? [READ]
- |                |                    |            |
|----------------|--------------------|------------|
| 1. Coal        | 2. Oil             | 3. Nuclear |
| 4. Natural gas | 5. Wind            | 6. Solar   |
| 7. Hydro       | 8. Waste-to-energy |            |
| 9. (Other___)  | 10. (Don't know)   |            |
42. If you had the complete ability to choose which energy resource would be used to generate the electricity coming into your home, what one would it be: [READ]
- |                |                    |            |
|----------------|--------------------|------------|
| 1. Coal        | 2. Oil             | 3. Nuclear |
| 4. Natural gas | 5. Wind            | 6. Solar   |
| 7. Hydro       | 8. Waste-to-energy |            |
| 9. (Other___)  | 10. (Don't know)   |            |
43. And which one energy resource would you *not* want to be used to generate the electricity coming into your home? [READ]
- |                |                    |            |
|----------------|--------------------|------------|
| 1. Coal        | 2. Oil             | 3. Nuclear |
| 4. Natural gas | 5. Wind            | 6. Solar   |
| 7. Hydro       | 8. Waste-to-energy |            |
| 9. (Other___)  | 10. (Don't know)   |            |

Now, I'd like to ask you some final questions for statistical purposes only.

44. Did you vote in the 2000 Presidential election?
- |        |       |                         |
|--------|-------|-------------------------|
| 1. Yes | 2. No | 3. (Don't know/Refused) |
|--------|-------|-------------------------|
45. Sex: [OBSERVATION]:
- |           |         |
|-----------|---------|
| 1. Female | 2. Male |
|-----------|---------|
46. In which of the following categories is your age? [READ ALL BUT 7]
- |          |          |              |
|----------|----------|--------------|
| 1. 18-25 | 2. 26-35 | 3. 36-45     |
| 4. 46-55 | 5. 56-64 | 6. 65+       |
|          |          | 7. (Refused) |
47. What was the last grade you completed in school?
- |   |                               |
|---|-------------------------------|
| 1. Less than high school (1-11)           | 2. Graduated high school (12) |
| 3. Some college/Tech./Voc.                | 4. Graduated college          |
| 5. Completed graduate/professional school | 6. (Don't know)               |
48. Do you own or rent your home?
- |        |         |            |              |
|--------|---------|------------|--------------|
| 1. Own | 2. Rent | 3. (Other) | 4. (Refused) |
|--------|---------|------------|--------------|
49. Are you interested in receiving more information about renewable energy resources?
- |        |       |               |
|--------|-------|---------------|
| 1. Yes | 2. No | 3. (Not sure) |
|--------|-------|---------------|

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50. [IF 'YES'] How would you *like* to receive that information? [DO NOT READ]

- |                             |                            |                  |
|-----------------------------|----------------------------|------------------|
| 1. (Television)             | 2. (Radio)                 | 3. (Newspapers)  |
| 4. (Direct mail)            | 5. (Meetings)              | 6. (Brochure)    |
| 7. (Newsletter in the mail) | 8. (Newsletter via e-mail) |                  |
| 9. (Internet)               | 10. (Other____)            | 11. (Don't know) |

51. [IF "NEWSPAPER," RESPONSE "3" TO Q. 50] Specifically, which *one* newspaper do you read on a regular basis?

\_\_\_\_\_precode\_\_\_\_\_

52. Are you the person primarily responsible for paying your household's electricity bill?

- |        |       |                         |
|--------|-------|-------------------------|
| 1. Yes | 2. No | 3. (Don't know/Refused) |
|--------|-------|-------------------------|

53. Have you ever had an "energy audit" in your home?

- |        |       |                         |
|--------|-------|-------------------------|
| 1. Yes | 2. No | 3. (Don't know/Refused) |
|--------|-------|-------------------------|

54. How many children under the age of 18 live in your household?

- |                |              |        |
|----------------|--------------|--------|
| 1. (None)      | 2. (1)       | 3. (2) |
| 4. (3 or more) | 5. (Refused) |        |

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55. What is your occupation?
- |                                    |                                  |
|------------------------------------|----------------------------------|
| 1. (Professional—Doctor/Lawyer)    | 2. (Bus. executive-white collar) |
| 3. (Retail—Store owner/Clerk)      | 4. (Service—                     |
| Restaurant/hotel/bank/office)      |                                  |
| 5. (Building/Devel./Constr./Arch.) | 6. (Farmer, agriculture)         |
| 7. (Real Estate)                   | 8. (Retired)                     |
| 9. (Unemployed)                    | 10. (At home)                    |
| 11. (Town employees/Police/Fire)   | 12. (Other_____)                 |
| 13. (Refused)                      |                                  |

56. Would you please tell me in which of the following categories I read is your total household income—that is, of everyone living in your household?

**[READ ALL GROUPS EXCEPT RESPONSE 11]**

- |                  |                    |                          |
|------------------|--------------------|--------------------------|
| 1. \$0-11,999    | 2. \$12-14,999     | 3. \$15-19,999           |
| 4. \$20-24,999   | 5. \$25-34,999     | 6. \$35-49,999           |
| 7. \$50-74,999   | 8. \$75-99,999     |                          |
| 9. \$100-124,999 | 10. Over \$125,000 | 11. (Refused/Don't know) |

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Name: \_\_\_\_\_ Time: 6:00 or 8:00

### Green Power

**Green Power is typically described as electricity created from renewable energy sources that have a relatively low impact on the environment. Examples include wind energy, solar energy, energy generated from plant material such as wood chips, or gas recovered from closed landfills. Green Power sources are continuously and sustainably available in the environment and are less harmful to the environment than traditional energy sources.**

#### Directions:

- Circle any words or phrases in the paragraph above that are particularly appealing. Cross out any words or phrases you find unappealing. Put a question mark next to any words or phrases that are confusing or difficult to understand.
- What are your top of mind impressions of this idea?

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- How favorable/unfavorable an impression do you have of the idea stated above?  
(circle one answer)

Very Favorable

Somewhat Favorable

Somewhat Unfavorable

Very Unfavorable

Name: \_\_\_\_\_ Time: 6:00 or 8:00

### Green Power Sources

#### Wind Energy

Wind Energy comes from moving air which is converted to electric power to create electricity. Due to the unequal solar heating of the earth, wind is generated. As air flows past the rotors of a wind turbine, the rotor spins and drives the shaft of an electric generator.

**How favorable an impression do you have of Wind Energy?** (circle one answer)

Very Favorable

Somewhat Favorable

Somewhat Unfavorable

Very Unfavorable

#### Solar Energy

Solar Electric or Photovoltaic Systems convert some of the energy in sunlight directly into electricity. Photovoltaic (PV) cells are made primarily of silicon, which when combined with one or more other materials, exhibits unique electrical properties in the presence of sunlight. Electrons are excited by the light and move through the silicon. This is known as the photovoltaic effect and results in direct current (DC) electricity.

**How favorable an impression do you have of Solar Energy?** (circle one answer)

Very Favorable

Somewhat Favorable

Somewhat Unfavorable

Very Unfavorable

### **Plant/Biomass**

Biomass energy is available from organic materials in the environment. It includes energy available in wood, agricultural crops, crop residues, industrial and municipal organic waste, food processing waste and animal wastes. These wastes of various human and natural activities can be burned to create heat and/or steam that is used to generate electricity.

**How favorable an impression do you have of Biomass Energy (or BioPower)?** (circle one answer)

Very Favorable

Somewhat Favorable

Somewhat Unfavorable

Very Unfavorable

### **Landfill gas**

Landfill gas is created when waste in a closed landfill decomposes under anaerobic (or oxygen free) conditions. Because landfill gas is about 50% methane, it can be used as a source of energy similar to natural gas (which is about 90% methane). Since landfill gas is generated continuously, it provides a reliable fuel for a range of energy applications, including heating and electric power generation. Also, since methane is a greenhouse gas, reducing the amount of methane that is released into the atmosphere from landfills is an additional benefit of this energy source.

**How favorable an impression do you have of Landfill Gas Energy?** (circle one answer)

Very Favorable

Somewhat Favorable

Somewhat Unfavorable

Very Unfavorable

Name: \_\_\_\_\_ Time: 6:00 or 8:00

### NSTAR Green Power Option

NSTAR Electric is considering offering Green Power as an optional service. NSTAR would offer its customers the choice of electricity that is created by renewable sources, such as wind, solar, plant/biomass and landfill gas. By choosing this product, NSTAR customers would be able to increase the Green Power used to generate the electricity they use. In doing so, they will help the local environment by reducing emissions and reducing our dependence on natural resources.

Customers would begin purchasing Green Power by specifying an option on their electric bill. The Green purchase would begin on the following bill cycle. Choosing Green Power in no way changes the reliability or quality of a customer's electric service.

#### Directions:

- Circle any words or phrases that are particularly appealing. Cross out anything you find unappealing. Put a question mark next to any words or phrases that are confusing or difficult to understand.
- What are your top of mind impressions of this idea?

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- Based on what you've heard so far, how interested would you be in participating in such a Green Power Program? (circle one answer)

Very Interested

Somewhat Interested

Somewhat Uninterested

Not at all interested

Name: \_\_\_\_\_ Time: 6:00 or 8:00

**NSTAR Green Power Service**  
**Pricing Options**

Depending on the percentage of Green Power a customer elects to choose, the incremental cost of the Green Power would be as follows:

**Incremental cost to monthly electricity bill** (based on an average monthly bill of \$72):

**25% Green Power: \$5.88**

Very Interested  
Somewhat Uninterested

Somewhat Interested  
Not at all Interested

**50% Green Power: \$11.75**

Very Interested  
Somewhat Uninterested

Somewhat Interested  
Not at all Interested

**100% Green Power: \$23.50**

Very Interested  
Somewhat Uninterested

Somewhat Interested  
Not at all Interested

**Directions:**

- For each pricing option above, circle your level of interest in choosing that pricing option (circle one answer for each of the three pricing options).
- If NSTAR could only offer one or two options, which would be the most appealing (which should they offer)? Write 1<sup>st</sup>, 2<sup>nd</sup> choice above.



Name: \_\_\_\_\_ Time: 6:00 or 8:00

**Endorsement of Green Power Program**

1. On a scale of 1-10 (where 1 = not at all important and 10 = very important), how important is it for NSTAR's Green Power Program to be endorsed or supported by:

- A leading environmental advocate? (circle one answer)

1      2      3      4      5      6      7      8      9      10

- Which of the following environmental advocates have you heard of? Whose endorsement (if any) would be compelling? (circle as many responses as apply)

**Have heard of:**

Green Mountain Energy  
MassPIRG  
Sierra Club  
Amory Lovins

**Endorsement would be compelling:**

Green Mountain Energy  
MassPIRG  
Sierra Club  
Amory Lovins

2. On a scale of 1-10 (where 1 = not at all important and 10 = very important), how important is it for NSTAR's Green Power Program to be endorsed or supported by:

- Massachusetts state government? (circle one answer)

1      2      3      4      5      6      7      8      9      10

Green Power Script – 4/28/2003 suggestions (predating latest draft) to NSTAR from Massachusetts Renewable Energy Trust and consultant (KEMA/XENERGY)

Introduction: We would like to ask a few questions about green or environmentally friendly power. Green Power is typically described as electricity created from renewable energy sources such as wind, solar energy, plant material such as wood chips, or gas recovered from closed landfills. NSTAR is considering offering Green Power as an optional service, and in trying to design the offering we would like to ask you a few questions.

- 1) How interested would you be in participating in such a program? Very Interested, Interested, Slightly Interested, Not at all Interested. (Don't Know, Refused)?
- 2) Do you have a preference among the types of green power I mentioned (wind, solar PV, plant/biomass, landfill gas, other)?
- 3) There are several different ways in which NSTAR could offer Green Power to our customers. Which would you prefer?
  - a. Consumers could pick the source or sources of power themselves (for example, 90% wind power and 10% solar power), or
  - b. NSTAR could create a mix of green power sources that are available and cost effective.
  - c. Indifferent.
  - d. Didn't understand question.
  - e. Don't Know, Refused.

Followup if (a): How important would it be for you to pick the source of the Green Generation? Very Important, Important, Somewhat Important, (Don't Know, Refused)

- 4) How did you pay your last electric bill? Via Check, Automatic Credit Card, Automatic Checking Account Withdrawal, via the internet, In cash?
- 5) What would be your preferred method of being billed for your Green Power purchase?
  - a. On your NSTAR Electric bill, or
  - b. An automatic deduction from your credit card, or
  - c. An automatic deduction from your checking account?
  - d. Indifferent.
  - e. Didn't understand question.
  - f. Don't Know, Refused.
- 6) Assuming that the purchase of Green Power from NSTAR would be an additional charge of between 5 and 10 dollars a month, how interested would you be in participating in such a program? Very Interested, Interested, Slightly Interested, Not at all Interested. (Don't Know, Refused)?
- 7) How important is saving the environment to you? Very important, Somewhat Important, Slightly Important, Not at all Important (Don't Know, Refused)?
- 8) On a rating of 1-10, where 1 is not at all important and 10 is very important how important is it for NSTAR's Green Power Program to be endorsed or supported by:
  - a. a leading environmental advocate?
  - b. Massachusetts state government?
- 9) Massachusetts plans to make available to green power buyers a tax deduction on their federal tax return for the extra cost they pay for renewable power.
  - a. Would this tax deduction make you be more inclined to purchase Green Power?

- b. Would you want to keep these tax savings or use them to buy a little more green power?
- 10) How would it affect your attitude toward NSTAR if NSTAR does offer green power in this way? Greatly improve it, Somewhat improve it, Make no change, Somewhat lower it, Greatly lower it (Don't Know, Refused)
- 11) In New England, a new accounting system was set up this year that uses "certificates" to tell consumers where their electricity was generated. NSTAR would buy these certificates from renewable power generators to assure you that your power is now renewable. Please tell me whether you agree or disagree with the following statements about this [explain scale from 1 – 10]:
- a. I'm glad that there's a system so NSTAR will know where my green power will be coming from.
  - b. This system of using certificates doesn't make sense yet, so I'd rather not participate until I get more information.
  - c. I'd be interested if NSTAR would offer a simple way for me to buy some of these certificates myself.
- 12) [We prefer the previous question, but you could also ask this as a followup:] Would you prefer to:
- a. purchase Green Power directly for your home/business from a specific power plant or group of power plants, or
  - b. purchase certificates that signify the energy you purchased was from green power sources?
  - c. Indifferent.
  - d. Didn't understand question.
  - e. Don't Know, Refused.
- 13) Would you be more interested in a buying power from a recently-built green power plant or paying into a fund to help build a new green power plant?
- a. Prefer buying from recently-built plant.
  - b. Prefer paying into a fund to help build a new plant.
  - c. Indifferent.
  - d. Didn't understand question.
  - e. Don't Know, Refused.
- 14) How would you prefer to determine how much you pay for green power each month:
- a. buy green power for the amount of electricity you actually use each month.
  - b. Pay a fixed dollar amount each month toward purchase of green power.
  - c. Indifferent.
  - d. Didn't understand question.
  - e. Don't Know, Refused.
- 15) How would you like to receive information regarding this new green product? MAKE A COMPLETE bill insert, e-mail, web site, LIST OF POTENTIAL SOURCES I.E. trade alliances, emails etc

## **Green Power Script for Call/Tech Center**

NSTAR is offering a Green Power option to our customers. It is expected that this option will be offered during the first quarter of 2004.

At this time we are taking information from our customers who would like to be placed on a reserve list. If you would like to be placed on this list I will need your account number, name, address and a telephone number where we may contact you. Prior to the actual implementation a company representative will contact you regarding start up information.

If you prefer not to be placed on our reserve list at this time you may signup for this service in the future by contacting us at least three (3) days prior to your next meter reading date (which is found on your bill).

Green Power will be a premium option, which will be approximately 2 cents per kWh more than our current Standard Offer Service or Default Service rates; approximately 25% of your monthly kWh use will be from Green Power.

### **Notes**

- Green Power is defined as electricity generated from renewable resources such as solar, wind, or hydro.
- We have set up a mailbox on outlook "Green Power". Please use this to enter the customer information for those customers who would like to be on the reserve list.
- If the customer has any complex questions regarding Green Power please contact your supervisor.

# **Green Power Survey Results**

## **Results**

- 60% are interested in a Premium Green Power product
- 34% would prefer to choose their own mix while 46% would prefer that NSTAR choose the most cost effective mix
- 70% of customers prefer wind or solar
- 70% want to know where the power is and that it be local
- 34% prefer to purchase from NSTAR versus 17% who would prefer an independent supplier
- 11% would still consider purchasing Green Power if it could only be billed on a credit card. 86% prefer it on the electric bill.
- 20% prefer a fixed dollar amount compared to 43% who would prefer a percentage of use
- Green Tags still seem confusing since the results are completely varying
- 67% Feel this will improve NSTAR's image

## **Conclusion**

- Customers want the option of Premium Green Power
- Customers want to purchase Green Power from NSTAR
- Offering Green Power will improve NSTAR's image
- Preferred product should include the following attributes –
  - High percentage of familiar (to the customer) technologies such as wind & solar
  - Local, visible generating plant(s). An individual plant could be used as a marketing tool to meet this goal.
  - Offered as a percentage of electrical usage
  - Billed on the NSTAR electric bill
  - Green Energy is preferred over Green Tags

## Green Power Script

In an effort to offer our customers a choice about their energy decisions, NStar Electric would like to ask you a few questions related to your interest in purchasing Renewable Energy. This survey will be used primarily to get a sense if customers, if given the choice would choose energy made from renewable sources.

- 1) When you turn on the lights what percentage of the electricity that is delivered to your home comes from fossil fuels such as coal, oil and natural gas?
  - a) Circle one of the following
  - b) 25%      3%
  - c) 50%      21%
  - d) 75%      21%
  - e) 85%      10%
  - f) 95%      10%
  - g) or 100% 28%
- 2) What do you think is the single largest source of green house gases in the United States?
  - a) Transportation      41%
  - b) Manufacturing      24%
  - c) Electricity Generation      28%
- 3) Renewable energy also referred to as green power means energy that is derived from renewable resources such as wind, solar, hydro, biomass and landfill gas. If given the choice would you choose to purchase renewable energy before choosing energy from fossil fuels?
  - a) Strongly favor      90%
  - b) Somewhat favor      7%
  - c) Somewhat oppose
  - d) Strongly oppose
- 4) One way to increase the production and use of renewable energy is by providing our customers with an option to purchase energy from renewable resources.
  - a) Strongly agree      45%
  - b) Agree      48%
  - c) Somewhat agree      7%
  - d) Disagree
- 5) On a rating of 1-10, how important is it for NSTAR's Green Power Program to be endorsed by a leading environmental advocate or the Mass State Gov't? 7.7
- 6) The State of Mass is currently reviewing whether to allow Green Power as a tax deduction, if so, would you be more or less inclined to purchase Green Power?
  - a) Yes      90%
  - b) No      7%
- 7) Do you think Green Power costs more than conventional fossil fuel power?
  - a) Yes      52%
  - b) No      48%
- 8) How would you like NStar to inform you about a Green Power option ?
  - a) E-mail      17%
  - b) Bill insert      62%

- c) Web site 0%
  - d) Easy enrolment post card in your bill 10%
- 9) What is your preferred method of purchasing Green Power
- a) fixed monthly dollar amount 7%
  - b) a percentage of your total monthly usage 55%
  - c) 100% Green Power. 21%
- 10) How much would you be willing to pay each month to support green power?
- a) \$1 -\$3.99 17%
  - b) \$4.00 - \$6.99 34%
  - c) \$7.00 - \$8.99 14%
  - d) \$9.00 - \$12.00 10%
  - e) More 3%
- 11) If you chose to purchase renewable energy which type or types of resources would you be inclined to support?
- a) Solar
  - b) Wind
  - c) Biomass
  - d) Landfill gas
  - e) Hydro – large
  - f) Hydro – small
- 12) What would be your preferred method of being billed for your Green Power purchase?
- a) On your NSTAR Electric bill 86%
  - b) a predetermined deduction from your credit card/checking account? 3%
- 13) What would be your reasons for buying Green Power
- a) Promoting generation that is relies of local sources and is independent of imported fuels
  - b) Reducing air pollution
  - c) Reducing greenhouse gas emissions
  - d) Other specify \_\_\_\_\_
- 14) How do you currently pay your electric bill?
- a) By Check 72%
  - b) On Line 21%
  - c) Auto Deduct 3%
- 15) How would purchasing green power from NSTAR affect your attitude towards NSTAR?

## Green Power Script

### Town -

We would like to ask a few questions about green or environmentally friendly power. Green Power is typically described as electricity created from renewable energy sources such as wind, solar energy, plant material such as wood chips, or gas recovered from closed landfills. NSTAR is considering offering Green Power as an optional service, and in trying to design the offering we would like to ask you a few questions.

- 1) How interested would you be in participating in such a program?
  - a) Very Interested
  - b) Slightly Interested
  - c) Not at all Interested
- 2) Do you have a preference among the types of green power I mentioned (wind, solar cells, plant/biomass, landfill gas, other)?
- 3) There are several different ways in which NSTAR could offer Green Power to our customers. Which would you prefer?
  - a) Consumers could pick the source or sources of power themselves (for example, 90% wind power and 10% solar power), or
  - b) NSTAR could create a mix of green power sources that is the most cost effective.

Follow-up if (a): How important would it be for you to pick the source of the Green Generation? Very Important, Important, Somewhat Important, (Don't Know, Refused)

- 4) How important is it for you to know exactly where the Green power is being produced (for example, from the windmill in Hull)?
  - a) Important
  - b) Somewhat Important
- 5) How important is it for you to have the Green Electricity produced here in New England versus elsewhere in the country?
  - a) Important
  - b) Somewhat Important
- 6) Like your telephone bill, where you can choose different service providers, you can also choose different electricity providers. Would you prefer to purchase green power from –
  - a) NSTAR
  - b) Independent provider



- c) Indifferent
- 7) Assuming that the purchase of Green Power from NSTAR would be an additional charge of between 5 and 10 dollars a month, how interested would you be in participating in such a program?
- Interested
  - Not at all Interested
- 8) If this \$5-\$10/month could only be billed on your credit card, would you still be interested?
- 9) How would you prefer to determine how much you pay for green power each month:
- Buy green power for the amount of electricity you actually use each month.
  - Pay a fixed dollar amount each month toward purchase of green power.
  - Indifferent.
- 10) On a rating of 1-10, where 1 is not at all important and 10 is very important how important is it for NSTAR's Green Power Program to be endorsed or supported by:
- A leading environmental advocate?  
1      2      3      4      5      6      7      8      9      10
  - Massachusetts state government?  
1      2      3      4      5      6      7      8      9      10
- 11) Massachusetts plans to make available to green power buyers a tax deduction on their federal tax return for the extra cost they pay for renewable power.
- Would this tax deduction make you be more inclined to purchase Green Power?  
Yes    No
  - Would you want to keep these tax savings or use them to buy a little more green power?  
Yes    No
- 12) In New England, a new accounting system was set up this year that uses "certificates" to tell consumers where their electricity was generated. NSTAR would buy these certificates from renewable power generators to assure you that your power is now renewable. Please tell me whether you agree or disagree with the following statements about this on a rating of 1-10.
- I'm glad that there's a system so NSTAR will know where my green power will be coming from.  
1      2      3      4      5      6      7      8      9      10

- b) This system of using certificates doesn't make sense yet, so I'd rather not participate until I get more information.

1            2            3            4            5            6            7            8            9            10

- c) I'd be interested if NSTAR would offer a simple way for me to buy some of these certificates myself.

1            2            3            4            5            6            7            8            9            10

13) How would it affect your attitude toward NSTAR if NSTAR does offer green power in this way?

- a) Improve it
- b) Make no change
- c) Lower it

If you have any questions on green power you can go to the website -  
<http://www.masstech.org/>

## Green Power Script

### Town -

We would like to ask a few questions about green or environmentally friendly power. Green Power is typically described as electricity created from renewable energy sources such as wind, solar energy, plant material such as wood chips, or gas recovered from closed landfills. NSTAR is considering offering Green Power as an optional service, and in trying to design the offering we would like to ask you a few questions.

- 1) How interested would you be in participating in such a program?
  - a) Very Interested 29% 37%
  - b) Slightly Interested 31% 36%
  - c) Not at all Interested 34% 24%
  
- 2) Do you have a preference among the types of green power I mentioned (wind, solar cells, plant/biomass, landfill gas, other)?

Solar	23%	19%
Wind	14%	9%
Other/Any	63%	71%
  
- 3) There are several different ways in which NSTAR could offer Green Power to our customers. Which would you prefer?
  - a) Consumers could pick the source or sources of power themselves (for example, 90% wind power and 10% solar power), or 34% 26%
  - b) NSTAR could create a mix of green power sources that is the most cost effective. 46% 53%
  
- 4) How important is it for you to know exactly where the Green power is being produced (for example, from the windmill in Hull)?
  - a) Important 40% 33%
  - b) Somewhat Important 29% 42%
  - c) Not Important 14% 25%
  
- 5) How important is it for you to have the Green Electricity produced here in New England versus elsewhere in the country?
  - a) Important 43% 32%
  - b) Somewhat Important 23% 39%
  - c) Not Important 17% 29%
  
- 6) Like your telephone bill, where you can choose different service providers, you can also choose different electricity providers. Would you prefer to purchase green power from –

- a) NSTAR 34% 40%
- b) Independent provider 17% 8%
- c) Indifferent 34% 29%
- 7) Assuming that the purchase of Green Power from NSTAR would be an additional charge of between 5 and 10 dollars a month, how interested would you be in participating in such a program?
- a) Interested 56% 51%
- b) Not at all Interested 32% 30%
- 8) If this \$5-\$10/month could only be billed on your credit card, would you still be interested?
- Yes 11% 21%
- No 57% 46%
- 9) How would you prefer to determine how much you pay for green power each month:
- a) Buy green power for the amount of electricity you actually use each month. 43% 50%
- b) Pay a fixed dollar amount each month toward purchase of green power. 20% 14%
- c) Indifferent. 9% 11%
- 10) On a rating of 1-10, where 1 is not at all important and 10 is very important how important is it for NSTAR's Green Power Program to be endorsed or supported by:
- a) A leading environmental advocate? 7.6 7.1
- 1 2 3 4 5 6 7 8 9 10
- b) Massachusetts state government? 6.9 6.3
- 1 2 3 4 5 6 7 8 9 10
- 11) Massachusetts plans to make available to green power buyers a tax deduction on their federal tax return for the extra cost they pay for renewable power.
- a) Would this tax deduction make you be more inclined to purchase Green Power?
- Yes 71% 68% No 11% 12%
- b) Would you want to keep these tax savings or use them to buy a little more green power?
- Keep 63% 58%
- 12) In New England, a new accounting system was set up this year that uses "certificates" to tell consumers where their electricity was generated. NSTAR would buy these certificates from renewable power generators to assure you that

your power is now renewable. Please tell me whether you agree or disagree with the following statements about this on a rating of 1-10.

a) I'm glad that there's a system so NSTAR will know where my green power will be coming from. 6.5 6.2

1 2 3 4 5 6 7 8 9 10

b) This system of using certificates doesn't make sense yet, so I'd rather not participate until I get more information. 7.6 6.1

1 2 3 4 5 6 7 8 9 10

c) I'd be interested if NSTAR would offer a simple way for me to buy some of these certificates myself. 6.6 5.3

1 2 3 4 5 6 7 8 9 10

13) How would it affect your attitude toward NSTAR if NSTAR does offer green power in this way?

a) Improve it 29% 42%

b) Make no change 31% 30%

c) Lower it 11% 5%

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## Green Power Script

**Town -**

We would like to ask a few questions about green or environmentally friendly power. Green Power is typically described as electricity created from renewable energy sources such as wind, solar energy, plant material such as wood chips, or gas recovered from closed landfills. NSTAR is considering offering Green Power as an optional service, and in trying to design the offering we would like to ask you a few questions.

- 1) How interested would you be in participating in such a program?
  - a) Very Interested
  - b) Interested
  - c) Slightly Interested
  - d) Not at all Interested
  - e) Don't Know (Refused)
- 2) Do you have a preference among the types of green power I mentioned (wind, solar cells, plant/biomass, landfill gas, other)?
- 3) There are several different ways in which NSTAR could offer Green Power to our customers. Which would you prefer?
  - a) Consumers could pick the source or sources of power themselves (for example, 90% wind power and 10% solar power), or
  - b) NSTAR could create a mix of green power sources that is the most cost effective.
  - c) Indifferent.
  - d) Didn't understand question.
  - e) Don't Know (Refused)

Follow-up if (a): How important would it be for you to pick the source of the Green Generation? Very Important, Important, Somewhat Important, (Don't Know, Refused)

- 4) How important is it for you to know exactly where the Green power is being produced (for example, from the windmill in Hull)?
  - a) Very Important
  - b) Important
  - c) Somewhat Important
  - d) Don't Know (Refused)

- 5) How important is it for you to have the Green Electricity produced here in New England versus elsewhere in the country?
- Very Important
  - Important
  - Somewhat Important
  - Don't Know (Refused)
- 6) Like your telephone bill, where you can choose different service providers, you can also choose different electricity providers. Would you prefer to purchase green power from –
- NSTAR
  - Independent provider
  - Indifferent
- 7) Assuming that the purchase of Green Power from NSTAR would be an additional charge of between 5 and 10 dollars a month, how interested would you be in participating in such a program?
- Very Interested
  - Interested
  - Slightly Interested
  - Not at all Interested
  - Don't Know (Refused)
- 8) If this \$5-\$10/month could only be billed on your credit card, would you still be interested?
- 9) How would you prefer to determine how much you pay for green power each month:
- Buy green power for the amount of electricity you actually use each month.
  - Pay a fixed dollar amount each month toward purchase of green power.
  - Indifferent.
  - Didn't understand question.
  - Don't Know (Refused.)
- 10) On a rating of 1-10, where 1 is not at all important and 10 is very important how important is it for NSTAR's Green Power Program to be endorsed or supported by:
- A leading environmental advocate?  
1      2      3      4      5      6      7      8      9      10
  - Massachusetts state government?  
1      2      3      4      5      6      7      8      9      10

11) Massachusetts plans to make available to green power buyers a tax deduction on their federal tax return for the extra cost they pay for renewable power.

a) Would this tax deduction make you be more inclined to purchase Green Power?

Yes No

b) Would you want to keep these tax savings or use them to buy a little more green power?

Yes No

12) In New England, a new accounting system was set up this year that uses "certificates" to tell consumers where their electricity was generated. NSTAR would buy these certificates from renewable power generators to assure you that your power is now renewable. Please tell me whether you agree or disagree with the following statements about this on a rating of 1-10.

a) I'm glad that there's a system so NSTAR will know where my green power will be coming from.

1 2 3 4 5 6 7 8 9 10

b) This system of using certificates doesn't make sense yet, so I'd rather not participate until I get more information.

1 2 3 4 5 6 7 8 9 10

c) I'd be interested if NSTAR would offer a simple way for me to buy some of these certificates myself.

1 2 3 4 5 6 7 8 9 10

13) How would it affect your attitude toward NSTAR if NSTAR does offer green power in this way?

a) Greatly improve it

b) Somewhat improve it

c) Make no change

d) Somewhat lower it

e) Greatly lower it

f) Don't Know (Refused)

If you have any questions on green power you can go to the website -  
<http://www.masstech.org/>



Town	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10a	Question 10b	Question 11a	Question 11b	Question 12a	Question 12b	Question 12c	Question 13	Additional Comments
Carver	d	solar	b	c	c	b	c	d	a	7	1	Yes	Yes	6	9	7	c	
Roxbury	b	solar	a	a	c	c	a	d	a	5	8	No	Yes	8	10	8	b	
Cambridge	a	no	c	c	a	b	a	no	d	3	3	No	No	3	10	3	d	
Chatham	c	no	a	c	d	c	d	no	a & b	5	5	Yes	Yes	5	5	5	a	
Chestnut Hill	c	solar	b	c	c	c	c	Yes	e	10	10	Yes	Yes	10	10	10	b	
Dorchester	a	no	b	b	a	a	a	no	a	5	7	No	Yes	6	6	6	b	
Hyde Park	a	wind	b	c	c	a	a	no	b	10	10	Yes	Yes	4	10	10	d	
Acushnet	d	solar	a	b	c	b	d											1) If everyone had to participate he would be interested. No good if it was not everyone 2) pillars clean them out 5) pollution from West would just blow here 7) across board 13
Silver Beach	c																	
Hyde Park	a	wind, solar	a	d	b	c	b	no	a	6	9	Yes	Yes	10	6	3	b	
Dorchester	c	not interested	b	b	a	a	a	yes	a	10	6	Yes	Yes	5	5	5	a	
Framingham	b	wind	b	a	b	a	b		b	6	6	Yes	Yes					
Somerville	c																	Refused too busy
Cambridge	b	solar	b	a	b	a	a		a	8	8	Yes	No	5	5	5	a	
Cambridge	a	most avail.	a	a	a	a	d	no	a	9	1	Yes	Yes	8				
Marshfield	b	see	b	a	a	c	b		b	7	3	Yes	Yes		5	5	c	
Plymouth	a	wind	a	c	a	a	d	no	b	10	10	Yes	No				b	
Plymouth	a	wind	b	a	b	b	b	no	a	10	10	Yes	Yes	5	5	5	c	
W. Chatham	b	no idea	c	b	a	c	c	Yes	a	7	7	Yes	Yes	5	5	5	f	
Hawthorn	c	solar	a	a	c	c	c	no	c	5	5	Yes	don't know	5	5	4	c	
Cambridge	c	solar	b	a	c	c	d	no	b	7	10	Yes	Yes	5	5	5	b	
Somerville	a	no	a	b	a	c	a	Yes	b	8	7	No	Yes	8	5	4	a	
Hyde Park	a	no	b	b	b	a	b	no	a	4	4	Yes	Yes	4	6	6	a	
Cambridge	c																	Absolutely doesn't want Green Power at all to generate electricity
Manomet	b	solar, plant/biomass	b	a	a	a	a	no	a	10	8	Yes	Yes	9		8	a	
Plymouth	b	solar	b	a	a	a	b	no	a	10	10	Yes	Yes	10	10	10	a	
Chelsea	c																	
Allston	c	no	b	b	a	a	b	no	a	8	8	Yes	no	1	10	10	b	
South Boston	b	no	a	b	a	a	a	no	a	8	8	No	Yes	8	10	10	a	
Plymouth	b	no	b	b	a	a	a	no	a	8	10	Yes	Yes	8	10	10	a	
Dorchester	c	wind	a	a	a	d	b		c	1	1	Yes	Yes	5	10	5	b	
Dedham	c	no	a	a	a	b	b	no	a	10	10	Yes	no	10	10	10	b	
South Boston	b	solar	b	b	b	a	b	no	a	10	7	Yes	Yes	7	10	5	b	
Brookline	b	plant/biomass	a	a	b	c	b	no	b	8	8	Yes	Yes				a	
Jamaica Plain	c																	No refused
Average										7.6	6.9			6.5	7.6	6.8		
a	29%		34%	40%	43%	34%	24%		43%								29%	
b	31%		46%	29%	23%	17%	14%		20%								31%	
c	34%		6%	14%	17%	34%	8%		9%								11%	
d							32%											
Solar		23%																
Wind		14%																
Other		63%																
Yes								11%				71%	63%					
No								57%				11%	14%					

Town	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10	Question 11	Question 12	Question 13	Question 14	Question 15	Additional Comments
Norfolk	g	a	a	c	10	b	a	b	b	c	a	a	c	a	favorable	
Westwood	g	b	a	a	5	a	a	a	c	e	a	a	a	b	make it more positive	
Fairhaven	e	a	a	b	10	a	b									
W. Wareham																
Westport	c	b	b	c	7	b	a	b	b	a	b	a	b	a		
Walpole	c	c	a	a	8	a	b	a	a	a	a	a	a	a		
Hopkinton	c	c	a	a	10	a	b	b	b	c	a	a	a	a	would put NSTAR higher in regards to customer relationship	
Millis	c	c	a	a	8	a	b	a	c	a	a	a	a	a	same	
Norfolk	g	a	a	b	7	a	b	d	c	b	b	a	c	a		
Millis	g	c	a	b	1	a	b	b	b	a	a	a	a	a	more progressive	
Norfolk	d	a	a	b	10	a	b	b	b	a	a	a	a	a		
Walpole	c	b	a	a	5	a	a	b	b	a	b	a	b	a		
Natick	g	a	b	b	6	a	b	b	b					b		
Burlington	g	a	a	a	10	a	a	b	b					a	it wouldn't	
Plymouth	d	a	a	a	6	a	a	b	b	b	a	a	a	a	a	
Plymouth	g	c	a	a	9	a	b	a	c	b	b	a	a	b	better to use alternative methods than oil	
Plymouth	g	c	a	a	10	a	a	a	b	b	b	a	a	b		
Freetown	g	a	a	b	6	a	b	b	b	c	a	a	b	a		
Norfolk	e	a	a	a	9	a	a	b	b	c	a	a	b	a	more positive	
Millis	d	b	a	b	8	a	b	b	b	d	b	a	a	a	no change	
Waltham	b	a	a	a	10	a	a	d	b	b	a	a	a	a		
Action	g	a	a	b	10	a	a	b		d	a	b	a	b	It would seem to be a more mainstream commitment to renewable energy & environmental issues - as it stands now, it seems to be treated as a "fringe" issue (renewable energy that is)	
Maynard	e	c	a	a	10	a	a	a	c	b	a	a	b	b	greatly appreciate their efforts in helping to save our environment.	
Newton	f	a	a	a	7	a	b	d	b	a	a	a	a	a		
Hopkinton	e	b	a	a	8	a	a	b	b	b	a	a	d	a	12 all of the above	
Hopkinton	f	c	a	b	8	a	a	b	c	d	a	a	b	a	more environmentally conscious	
Newton	f	a	a	a	3	a	a	b	b	b	a	a	a	a	I would probably have a more positive attitude towards NSTAR	
Hopkinton	c	b	a	b	10	a	b	a	b	b	a	a	a	a	respect-environmentally	
Maynard	e	b	a	b	10	a	a	b	b	b	a	a	a	b	conscious, loyalty positive	
a	0%	41%	90%	45%	7.7	90%	52%	17%	7%	17%		86%		72%		
b	3%	24%	7%	48%		7%	48%	62%	55%	34%		3%		21%		
c	21%	28%	0%	7%		0%	0%	0%	21%	14%		0%		3%		
d	10%	0%	0%	0%		0%	0%	10%	0%	10%		0%		0%		
e	21%	0%	0%	0%		0%	0%	0%	0%	3%		0%		0%		
f	10%															
g	28%															

[illegible]

[illegible]

**"GREEN POWER" STUDY**  
**RESPONDENT SCREENER- DRAFT**

**July 2003**  
**(Waltham, MA)**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE NO.: HOME ( ) \_\_\_\_\_ WORK ( ) \_\_\_\_\_

RECRUITER: \_\_\_\_\_ REMINDER CALL BY \_\_\_\_\_ ON \_\_\_\_\_

**Recruit from a mix of the following towns (all are served by NSTAR Electric):**

( ) Waltham	( ) Arlington	( ) Needham	( ) Wayland
( ) Watertown	( ) Bedford	( ) Newton	( ) Weston
( ) Woburn	( ) Maynard	( ) Sherborn	( ) Winchester
( ) Burlington	( ) Framingham	( ) Sudbury	

**ASK TO SPEAK TO THE ADULT IN THE HOUSEHOLD RESPONSIBLE FOR  
PAYING THE ELECTRICITY BILL.**

Hello, I'm \_\_\_\_\_ from \_\_\_\_\_. We are an independent marketing research firm based in \_\_\_\_\_. This is not a sales call. We are only interested in your opinions and ideas.

We are conducting a research study about green or environmentally friendly power. For this particular study, we are scheduling group discussions which will take place on Tuesday, July 22nd at \_\_\_\_\_ and would like to include your opinions. The discussion would last approximately 2 hours and as a thank you for your participation, you would receive \$65. I want to assure you that you will not be sold any kind of product or service—we will just be asking your opinions. Before I give you all of the details, I need to ask you a few questions to see if you qualify. Do you have a few minutes to talk with me?

1. In the past 2 years, have you or any member of your family worked for or had any association with any of the following? **(READ:)**

Advertising agency or department	( )	<b>TERMINATE</b>
Public Relations firm or department	( )	<b>TERMINATE</b>
Marketing/Marketing Research firm		
or department	( )	<b>TERMINATE</b>
Electric, Gas or any Utility company	( )	<b>TERMINATE</b>

00446

2. When, if ever, was the last time you participated in a marketing research study?  
(RECORD BELOW. TERMINATE IF WITHIN THE PAST 6 MONTHS.)
- 

3. Are you a current customer of NSTAR Electric?

<input type="checkbox"/> Yes	CONTINUE
<input type="checkbox"/> No	TERMINATE
<input type="checkbox"/> Don't Know/Refused	TERMINATE

4. Do you....

<input type="checkbox"/> Own your own home	CONTINUE, SKIP TO QUESTION 6
<input type="checkbox"/> Rent	CONTINUE, ASK QUESTION 5
<input type="checkbox"/> Don't Know/Refused	TERMINATE

5. If you rent, who is responsible for paying the electricity bill?

<input type="checkbox"/> You and/or other household member	CONTINUE
<input type="checkbox"/> Landlord	TERMINATE
<input type="checkbox"/> Don't Know/Refused	TERMINATE

6. Who is the person in the household primarily responsible for paying the electricity bill and for making decisions regarding the household's electric service? Do...

<input type="checkbox"/> You handle primarily	CONTINUE (SEE QUOTA)
<input type="checkbox"/> You and other household member share responsibility	CONTINUE (SEE QUOTA)
<input type="checkbox"/> Spouse/other household member handles primarily	TERMINATE
<input type="checkbox"/> Don't Know/Refused	TERMINATE

**QUOTA: AT LEAST 50% IN EACH GROUP SHOULD BE THE PRIMARY DECISION MAKER (NOT SHARED).**

7. Which of the following phrases best describes how energy efficient you are on a typical day?

<input type="checkbox"/> a. I try to be extremely energy efficient all the time
<input type="checkbox"/> b. I try to be energy efficient most of the time
<input type="checkbox"/> c. I think about it but actually do little to conserve energy
<input type="checkbox"/> d. I'm likely to leave the lights on and the hot water running

**QUOTA: APPROXIMATELY 7 OF 10 SHOULD ANSWER "b" =  
("I try to be energy efficient most of the time.")**

00447

8. Now, in terms of separating recyclables from normal household waste, would you say you:

- ( ) a. Always separate
- ( ) b. Mostly separate
- ( ) c. Sometimes separate
- ( ) c. Rarely separate
- ( ) e. Never separate

**QUOTA: APPROXIMATELY HALF SHOULD ANSWER “a” (“Always separate”).  
THE REST SHOULD BE SPLIT BETWEEN “b” (“mostly separate”),  
“c” (sometimes separate), “d” (“rarely separate”) and “e” (“never separate”).**

9. For classification purposes, which of the following categories includes your age?

- |              |                  |                            |
|--------------|------------------|----------------------------|
| ( ) Under 25 | <b>TERMINATE</b> |                            |
| ( ) 25–34    | <b>CONTINUE</b>  | } <b>RECRUIT A<br/>MIX</b> |
| ( ) 35 – 44  | <b>CONTINUE</b>  |                            |
| ( ) 45-54    | <b>CONTINUE</b>  |                            |
| ( ) 55+      | <b>TERMINATE</b> |                            |
| ( ) Refused  | <b>TERMINATE</b> |                            |

10. What is the last level of education that you have completed? **(READ LIST AND CHECK ONE ANSWER. RECORD ONLY. NO QUOTAS.)**

- ( ) Some High School
- ( ) High School Graduate
- ( ) Some College
- ( ) College Graduate
- ( ) College +
- ( ) Don't Know/Refused

11. Which best describes your employment status? **(READ LIST AND CHECK ONE ANSWER. RECORD ONLY. NO QUOTAS.)**

- ☐ Self employed
- ☐ Employed part-time outside the home
- ☐ Employed full-time outside the home
- ☐ Full-time stay-at-home mom/dad
- ☐ Retired
- ☐ Not employed

12. If employed outside the home, what is your occupation? **(RECORD.)**

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13. Into which of the following ranges does your annual household income fall?  
**(READ LIST AND CHECK ONE ANSWER. RECORD ONLY. NO QUOTAS.)**

- ☐ Under \$50,000
- ☐ \$50,000 to under \$75,000
- ☐ \$75,000 to under \$100,000
- ☐ \$100,000+
- ☐ Don't Know/Refused

14. What is your current marital status? **(RECORD ONLY. NO QUOTAS.)**

- ☐ Married
- ☐ Single/Divorced/Separated/Widowed
- ☐ Don't Know/Refused

15. Gender (do not ask):

- ☐ Male
- ☐ Female

**QUOTA: SHOULD BE 50/50 SPLIT MALE/FEMALE IN EACH GROUP.**



16. Articulation Screen:

Now I would like to ask you a simple question to get your mind going. There are no right or wrong answers to this. If you could take a dream vacation anywhere in the world, where would you go and what types of activities would you do? Why?

**MUST PROVE ABILITY TO SPEAK CLEARLY WITHOUT A HEAVY ACCENT  
AND MUST BE EASILY UNDERSTOOD.**

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Thank you for answering these questions. We would like to invite you to participate in an informal group discussion about green or environmentally friendly power. It will take place on Tuesday, July 22 and will last approximately 2 hours. At the end of the discussion, you will receive \$65 as a thank you for your participation. The discussion is for market research purposes only. You will not be asked to buy anything.

The discussion will take place at our offices at \_\_\_\_\_ [insert location] at \_\_\_\_\_ [insert time].

Does this sound like something you would be interested in?

**If yes, schedule for either 6:00 or 8:00 group.**

Thank you!